

FIG. 1A

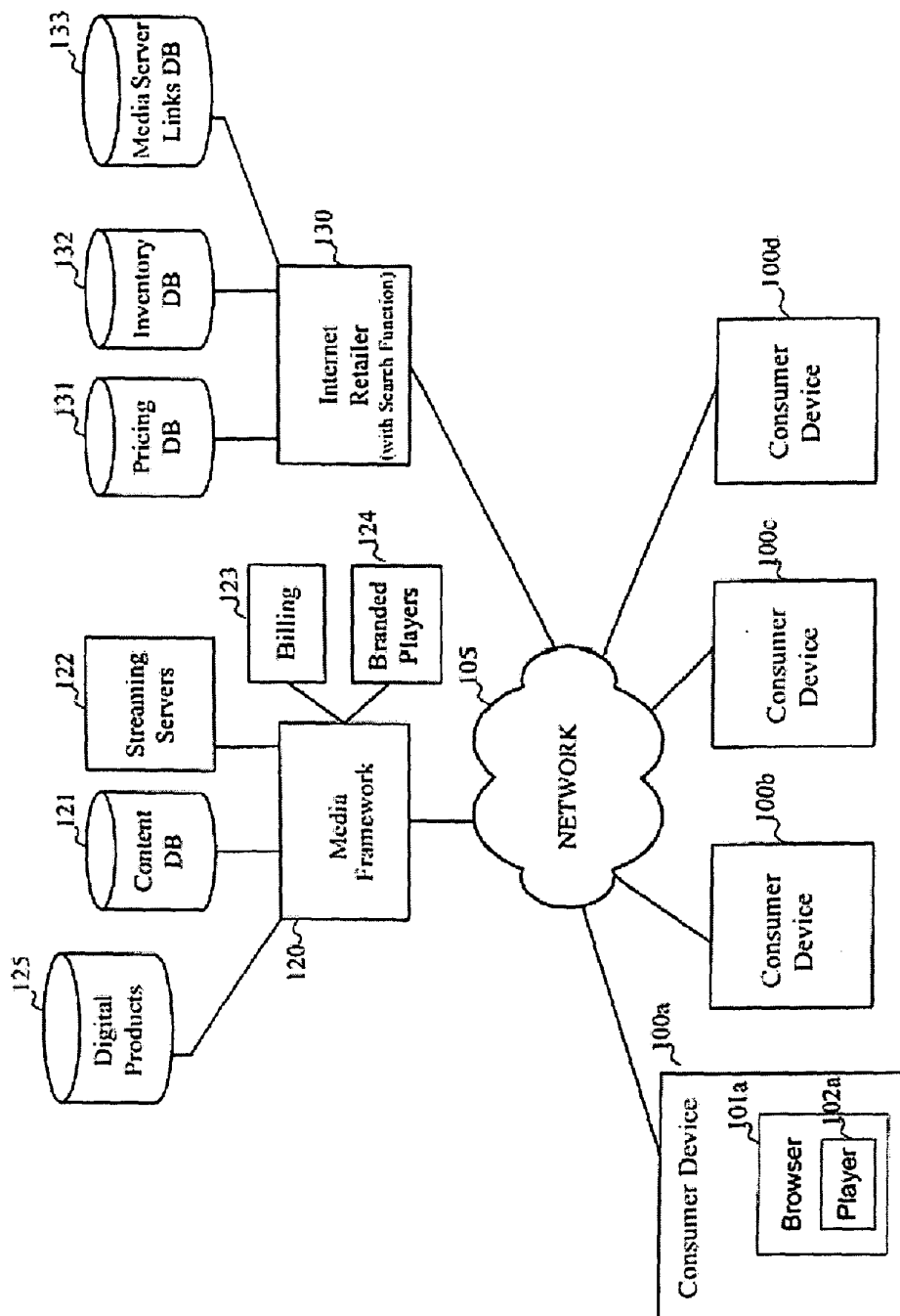


FIG. 1B

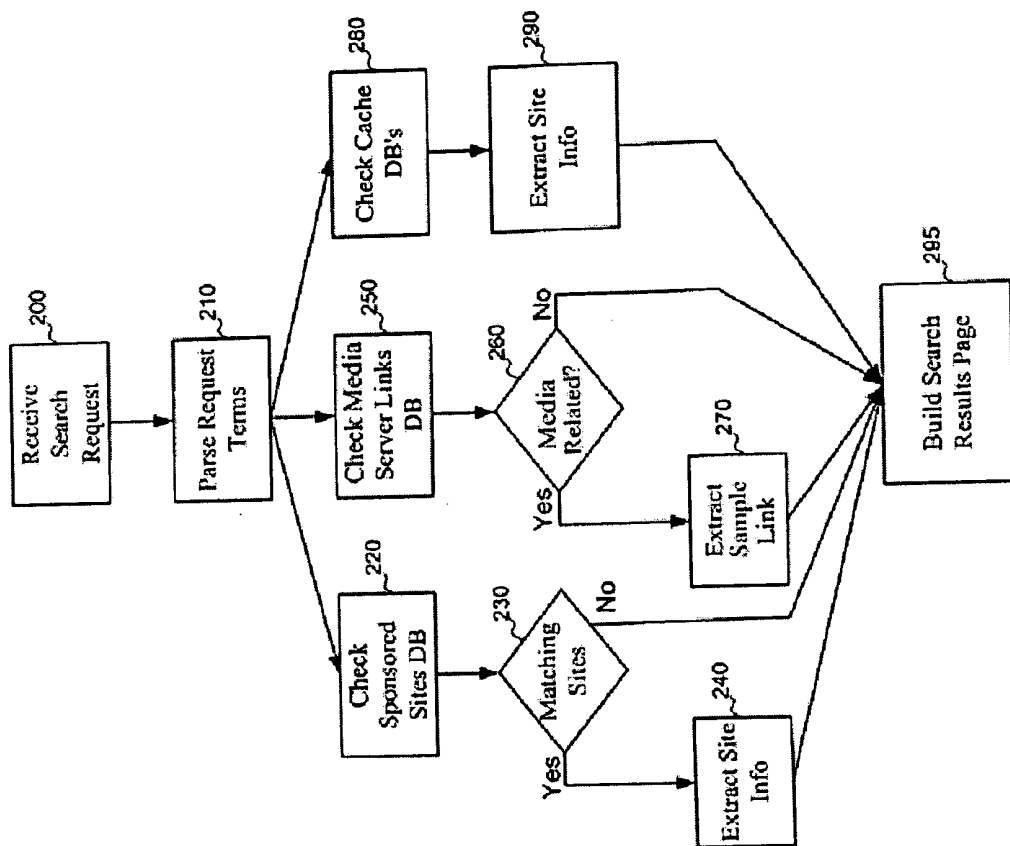


FIGURE 2A

Search Request:	The Beatles
Album Cover	<a href="#">Listen to Clip</a>
	<a href="#">Buy Album</a>

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– SPONSORED SITES –

[LondonTravel.com](#) – see the original touring spots where the Beatles originally played ...

[Beatlemania.com](#) – one stop shopping for guitars of the types used by the Beatles ...

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[www.gossip.com](#) – Ringo Starr releases a new song ...

[www.lennonfans.com](#) -- unofficial site for serious John Lennon fans ...

[www.yellowsubmarine.com](#) -- unofficial site for the Beatles ...

[www.startledger/6-04/updia.com](#) -- ... Joseph plays harmonica ... I sound like the Beatles ... synthesizer, drums, saxophone ...

Search results 1-4, [NEXT](#)

FIGURE 2B

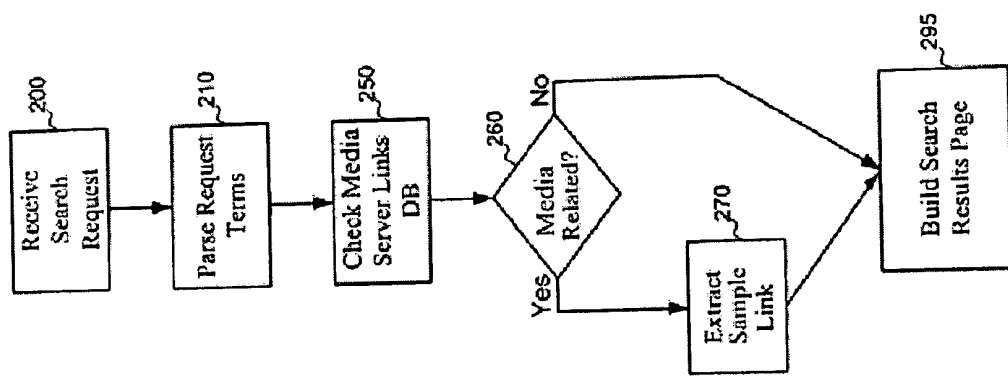


FIGURE 3A

FIG. 3B

SEARCH RESULTS FOR: Mandy More







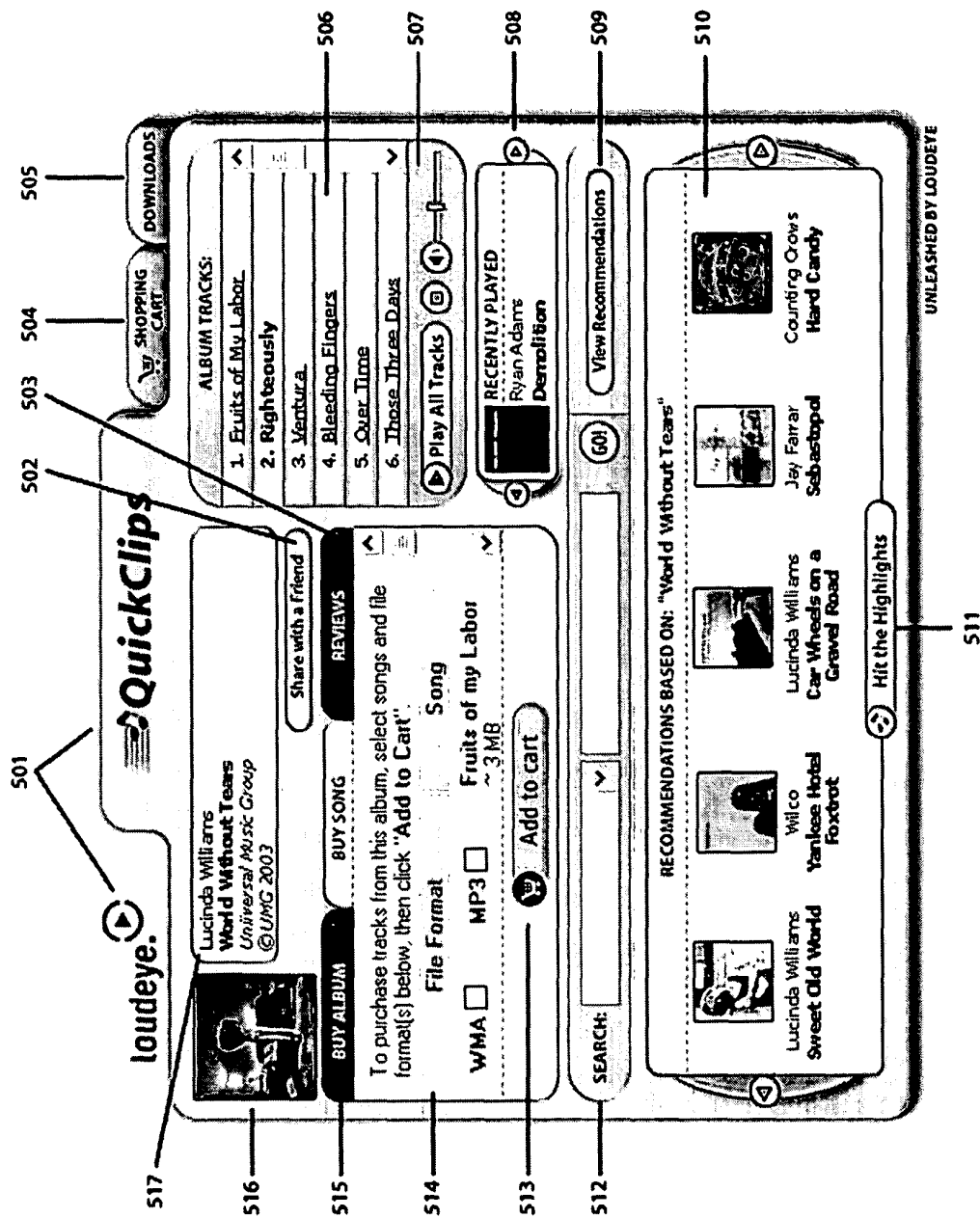
1.  Mandy More  
Mandy More {Audio CD}  
Release Date: June 19, 2001  
PRICE: \$12.99  

2.  I Wanna Be With You  
Mandy More {Audio CD}  
Release Date: May 9, 2000  
PRICE: \$12.99  

3.  Now That's What I Call Music 4  
Backstreet Boys, et al {Audio CD}  
Release Date: July 18, 2000  
PRICE: \$12.99  


FIG. 4

Keyword	Media Type	Sample Location	Priority	Conversion	Popularity
"Tina Turner"	Audio Set	media.le.com/12793...	1	10	79635
"Tina Turner"	Video Trailer	Media.le.com/16892...	3	20	665

Sample Location	UPC	Product_Type
media.le.com/12793...	75678344121	Physical CD
media.le.com/12793...	75678020215	Digital Song
media.le.com/16892...	75678235615	DVD

FIG. 5



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